

Communications Infrastructure Advice
Arion
Duck End
Godmanchester
Cambs
PE29 2LW

Application Ref: **2014/6077/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

24 November 2014

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent Refused

Address:
**O/s Premier Inn
Euston Road
London
WC1H 9AA**

Proposal:
Display of 1 x internally illuminated advertisement on a public payphone.
Drawing Nos: Site Location Plan; Cover letter dated 24/09/2014; 2 x photos; Infocus
Telephone Kiosk with Light Box and Scimitar Outdoor Ultra Slim 6 sheet - LED Light Box
Unit manufacturing fact sheets.

The Council has considered your application and decided to **refuse** advertisement consent
for the following reason(s):

Reason(s) for Refusal

- 1 The proposed internally illuminated advertisement, by reason of its location, size, appearance and method of illumination, would introduce an incongruous feature in the streetscape, add to visual clutter and detract from the appearance of the street scene contrary to Core Strategy Policies CS5 and CS14 and Development Planning Policies DP24 of Camden's Local Development Framework.



- 2 The proposed internally illuminated advertisement, by reason of its size, siting, changes of display and illumination close to a busy road and junction, would be likely to distract drivers' and cyclists' attention on the approach to the traffic lights to the detriment of highway, pedestrian and cyclist safety, contrary to Core Strategy Policy CS11 and Development Planning Policies DP16 and DP21 of Camden's Local Development Framework.

Informative(s):

- 1 You are advised that the existing advertisement located on the phone box does not benefit from deemed consent as it is externally illuminated. This matter is being referred to the enforcement team to take action.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



Ed Watson
Director of Culture & Environment